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SUBJ/ REVOLUTION IN BUSINESS AFFAIRS [RBA] "BEACON" AWARD//

REF/A/DOC/DON BUSINESS VISION AND GOALS//99OCT15//

AMPN/REF A CAN BE FOUND IN THE FOLLOWING WEBSITE

"[HTTP://RBA.HQ.NAVY.MIL](http://RBA.HQ.NAVY.MIL)"//

1. PURPOSE. TO ANNOUNCE THE ESTABLISHMENT OF THE DEPARTMENT OF THE NAVY [DON] REVOLUTION IN BUSINESS AFFAIRS BEACON AWARD TO RECOGNIZE FORMALLY NAVY AND MARINE CORPS PERSONNEL AND QUALIFICATION THAT MAKE OUTSTANDING CONTRIBUTIONS TOWARD ACHIEVING THE DON BUSINESS VISION AND GOALS CONTAINED IN REF A.

2. BACKGROUND

A. IN RESPONSE TO INCREASING FOREIGN COMPETITION AND RAPIDLY EXPANDING GLOBAL ECONOMY, THE U.S. PRIVATE SECTOR REVOLUTIONIZED ITS BUSINESS PRACTICES. DON HAS MUCH TO BE GAINED BY ADAPTING AND APPLYING RELEVANT PRIVATE SECTOR BEST BUSINESS PRACTICES.

B. ALTHOUGH THE DON NEITHER HAS A PROFIT MOTIVE NOR COMPETES FOR MARKET SHARE, MANY OF ITS BUSINESS FUNCTIONS ARE SIMILAR TO THOSE IN THE PRIVATE SECTOR. IT IS CLEAR THAT BY IMPROVING OUR BUSINESS PRACTICES, WE CAN PROVIDE WORLD CLASS MILITARY CAPABILITY MORE EFFICIENTLY. REF A ADDRESSES THE FIRST STEPS IN TRANSFORMING THE BUSINESS SIDE OF THE DEPARTMENT.

C. INITIATING AND MANAGING BUSINESS CHANGE IN A LARGE ENTERPRISE LIKE DON, INCLUDING THE NECESSARY CULTURAL CHANGES, IS AN EXTREMELY DIFFICULT UNDERTAKING. TO ACKNOWLEDGE THE CRITICAL IMPORTANCE OF BUSINESS CHANGE, THE SECRETARY OF THE NAVY [SECNAV] PERSONNEL OR ORGANIZATIONS WHICH HAVE MADE OUTSTANDING CONTRIBUTIONS TO ACHIEVING THE DON BUSINESS VISION AND GOALS.

3. AWARD DESCRIPTION. THE AWARD CONSISTS OF A BRONZE THREE-DIMENSIONAL RELIEF OF A Lighthouse, MOUNTED ON A WOODEN PLAQUE SUITABLE FOR DISPLAY.

4. ELIGIBILITY. ALL DON ORGANIZATIONS AND PERSONNEL, MILITARY OR CIVILIAN, THAT CONTRIBUTE SIGNIFICANTLY TO ACHIEVING THE BUSINESS VISION AND GOALS ARE ELIGIBLE FOR THE RBA "BEACON" AWARD. PARTICULAR EMPHASIS SHOULD BE PLACED ON IDENTIFYING AND NOMINATING MILITARY PERSONNEL OF THE RANK OF CAPTAIN/COLONEL [O-6] OR BELOW, AND CIVILIAN PERSONNEL GRADED GS-15 OR BELOW. TEAM NOMINATIONS MAY ALSO BE SUBMITTED. EACH NOMINATION SHALL BE SUBMITTED AS A SEPARATE PACKAGE. NON-NAVY/MARINE CORPS ACTIVITIES [I.E., DEFENSE LOGISTICS AGENCY] MAY CONSIDER NOMINATING NAVY/MARINE CORPS PERSONNEL, ASSOCIATED WITH JOINT TEAMS, WITHIN THEIR COGNIZANCE.

5. CRITERIA. THE RBA "BEACON" AWARD RECOGNIZES INNOVATION

AND INITIATIVE IN SEEKING BUSINESS RESULTS. INDIVIDUALS OR ORGANIZATIONS NOMINATED FOR THIS AWARD SHALL HAVE INITIATED OR MADE SUBSTANTIVE, DOCUMENTED, AND MEASURABLE CONTRIBUTIONS TOWARD ACHIEVING ANY OF THE DON BUSINESS VISION AND GOALS SUMMARIZED BELOW:

A . INNOVATION: FOSTER CONTINUED CONCEPTUAL, TECHONOLGICAL, AND OPERATIONAL SUPERIORITY.

- [1] DEVELOP BUSINESS PROGRAMS TO COMPLEMENT THE NAVY WARFIGHTING DEVELOPMENT COMMAND, MARINE CORPS WARFIGHTING LABORATORY, AND OTHER ORGANIZATIONS DEDICATED TO DEVELOPMENT OF INNOVATIVE TECHNOLOGICAL AND OPERATIONAL CONCEPTS.
- [2] ALIGN THE DEPARTMENT'S ACQUISITION PROCESSES TO TAKE ADVANTAGE OF GLOBAL MARKET FORCES DRIVING INFORMATION AND TECHNOLOGY.

B . PEOPLE: RECRUIT, ENGAGE, AND RETAIN THE BEST MILITARY AND CIVILIAN PERSONNEL.

- [1] CREATE AN ENVIRONMENT THAT FOSTERS A SENSE OF PURPOSE, INNOVATION, ACCOMPLISHMENT, AND PERSONAL DEVELOPMENT.
- [2] MAKE DESIGN AND LABOR SAVING INVESTMENTS THAT PRESERVE OR ENHANCE CAPABILITIES, WHILE IMPROVING WORKING CONDITIONS.
- [3] CREATE BALANCED MANAGEMENT OF OUR MILITARY, CIVILIAN, AND CONTRACTOR PERSONNEL RESOURCES.
- [4] CREATE OPPORTUNITIES FOR THE DEVELOPMENT AND USE OF EACH DIVERSE INDIVIDUAL'S FULL POTENTIAL, LEVERAGING HIS OR HER UNIQUE CAPABILITIES, WITHIN THE DEPARTMENT, OTHER ORGANIZATIONS AND THE PRIVATE SECTOR.
- [5] INCREASE FLEXIBILITY IN PERSONNEL MANAGEMENT TO ALLOW THE DEPARTMENT TO ATTRACT MID-CAREER PROFESSIONALS WITH EMERGING TECHNICAL SKILLS.

C . DECISION SUPPORT SYSTEMS: DELIVER RECOGNIZABLE VALUE FOR EACH DOLLAR SPENT.

- [1] ENHANCE DECISION-MAKERS' CAPABILITY TO ACCESS RAPIDLY THE DATA, KNOWLEDGE, AND EXPERTISE OF GOVERNMENT AGENCIES, ACADEMIA, INDUSTRY, AND NON-GOVERNMENTAL ORGANIZATIONS IN ORDER TO ENHANCE THEIR UNDERSTANDING OF COMPLEX ISSUES.
- [2] DEVELOP AND PROVIDE TO DECISION-MAKERS THE TOOLS AND TECHNOLOGIES TO IDENTIFY, UNDERSTAND, AND CONTROL EVOLVING TRENDS RAPIDLY, ENABLING INFORMED DECISIONS AT ALL LEVELS.
- [3] DEVELOP AN INTEGRATED DECISION SUPPORT SYSTEM WITH TOTAL

VISIBILITY, ACCOUNTABILITY, AND CONNECTIVITY.

- D . **ORGANIZING WORK:** CREATE A BUSINESS ENVIRONMENT FOCUSED ON TEAMWORK AND OUTCOMES.

[1] MOVING BEYOND THE ZERO-SUM RESOURCE CONCEPT FOR EXPONENTIAL GAINS.

WITH [2] INTEGRATE THE DEVELOPMENT AND PRODUCTION OF SYSTEMS
THE MANAGEMENT OF OPERATIONS AND SUPPORT.

6 . PROCEDURES

A . NOMINATIONS SHALL BE SOLICITED PERIODICALLY BY THE RBA
THEIR BOARD OF DIRECTORS [BOD] OR EXECUTIVE COMMITTEE [EXCOM] OR
MEMBERS.

- B . ALSO, NOMINATIONS MAY BE SUBMITTED TO THE APPROPRIATE RBA
EXCOM
CO-CHAIR AT ANY TIME. THE CO-CHAIRS ARE:

[1] ASSISTANT SECRETARY OF THE NAVY [INSTALLATIONS AND ENVIRONMENT] - SECRETARIAT.

[2] DEPUTY CNO [RESOURCES, WARFARE REQUIREMENTS, AND ASSESSMENTS] - NAVY.

CORPS. [3] DEPUTY CHIEF OF STAFF [PROGRAMS AND RESOURCES] MARINE

- C . NOMINATIONS SHALL INCLUDE THE FOLLOWING INFORMATION:

AND [1] NAME OF INDIVIDUAL OR TEAM [TITLE, ACTIVITY, DUTY LOCATION]
POINT OF CONTACT.

ONE [2] A SUMMARY OF ACCOMPLISHMENTS, NORMALLY NOT TO EXCEED
PAGE. THE SUMMARY MAY BE ACCOMPANIED BY SUPPORTING
INFORMATION [E.G., CHARTS, STATISTICAL DATA, ETC.].

- D . WHEN POSSIBLE, THE UNDER SECRETARY OF THE NAVY, OR A MEMBER OF THE RBA EXCOM, WILL PERSONALLY PARTICIPATE IN AN APPROPRIATE AWARDS CEREMONY.

7 . RELEASED BY THE HONORABLE RICHARD DANZIG, SECRETARY OF THE NAVY.//
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